

ABSTRACT

An information kiosk including a display, such as, for example, a touch screen, and having access to situational information is integrated with a radio frequency identification (RFID) sensor. The RFID sensor reads the RFID tag of a user, accesses user information
5 corresponding to the RFID tag, and customizes an interface to the user based on the user information and the situational information. The interface is then output to the user using the display of the information kiosk. The information kiosk may communicate with a private branch exchange (PBX) switch to permit use of a contact information center (CIC) or a voice portal. The user information may be stored as a user profile in a Customer Relationship
10 Management (CRM) system, accessed by the information kiosk. By combining the user information with event or location information stored in the information kiosk, the information kiosk presents customized information to each user, including maps, directions, and recommended sites or events.

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